

To the ADVERTISING MANAGER

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NATIONAL WAR FINANCE COMMITTEE

J. C. NELSON — RENE THERRIEN

Joint Chairmen, Donated Advertising
and Publicity Committee,
Province of Quebec

Today... Every RED-BLOODED CANADIAN is saying...



*"I've just got
to afford it!"*

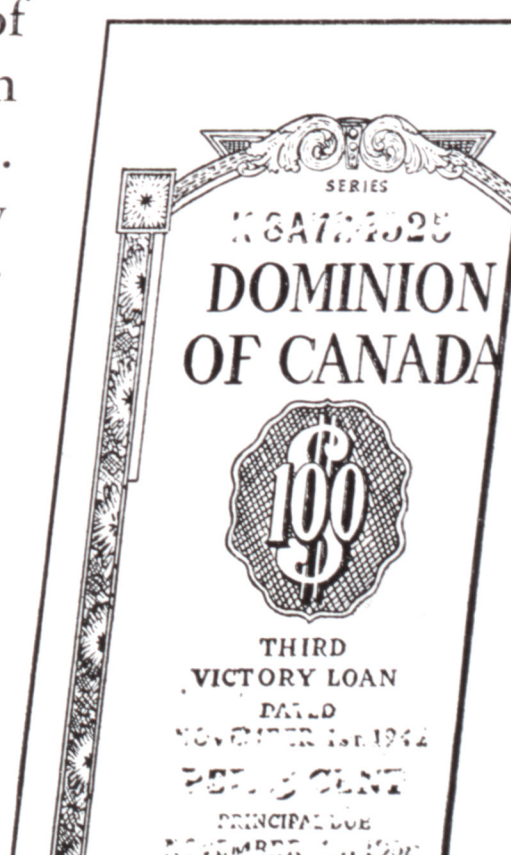
When You Buy YOUR Victory Bond ...

- you are staking your claim to Victory and personal freedom
- you are investing in the safest security in Canada ... your investment is the country itself
- you are building a nest-egg for the future ... to buy the things you want when Victory comes
- you are making your money earn interest at a good rate
- you are justifying your existence as a worth-while Canadian

“ Sure, taxes are up and life's a little tougher than we'd like
But this is war — war to the death If the Axis wins —
it's slavery for every one of us . . . the same as with the French, the
Poles and Greeks If we win, it's freedom
There is just one alternative. Take your choice Right
now, Canada — and that means you and me — is fighting for her life.
Our soldiers, our sailors, our airmen must have the weapons . . .
more and more of them — the best we can produce That
means money . . . in millions of dollars . . . It
means that every Canadian who is worth his salt
will dip deep in his pocket . . .
into his savings . . . into his
future earnings to buy his share of
Victory Bonds I'm
buying my share . . . believe me.
I want to keep my freedom — my
way of life — and I want to pay for
it I've just *got* to
afford it . . . ”



*This is YOUR fight for
life... fight for all you're
worth by lending all you
can.*



*This Message
is sponsored by...*

Buy VICTORY BONDS

for security now . . . and in the future